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Website:
http://www.rockmoab.com/action/

Primary Products:
Offers quality web and print design, web hosting, graphics, and photography services.

Access Database and User Interface Developed Microsoft Access database for managing contacts and events. Consolidate 35 existing sets of data. Criteria included ease of use and ability to manage up to 40 organizations.

Web-Based Power Scheduling Database - Developed on-line power scheduling software to replace manual system for 125 electric utilities. Large productivity and security improvements achieved. Three-person project team. Montrose, Colorado.

Web-Based "Greening Toolkit" - Developed on-line sustainability toolkit. Project included research, content development, innovator's forum, creating both on-line and print versions of the toolkit, conducting "how to" workshop, promotion and evaluation. Seven people worked on this project. Team members located in Seattle, San Francisco, Salt Lake City, Washington DC, and New York City.

Company Established
1997

Company Overview:
Action Consulting Inc., a Utah Corporation since 1997, offers quality web and print design, web hosting, graphics, and photography services.

Services include conceptual development, site specifications, web interface design, graphics, user testing, browser testing, and optimizing the sites for ease of navigation and loading speed. Designed sites include databases, art galleries, on-line surveys, on-line newsletters, and bookstores.

Action provides web site evaluation services, testing for search engine friendliness, splash page impact, interface and navigation effectiveness, page loading speed, site trust issues such as security and privacy, content development, and data management.

Other Related Services:
Action Consulting provides process mapping, strategic planning, and large group facilitation services. This is particularly useful for entities interested in taking advantage of process and technology improvements that increase productivity. Process mapping often results in simplifying and re-mapping processes. Large and small websites can all benefit from involving more of the stakeholders in the design process.

Utah Smart Sites:

Gross Revenues (2004 Projected):
Less than $100,000

Employees:
Less than 5

Operating Systems:
Mac OS
Windows NT
Windows 95/98
Windows 2000

Business Relationships:
Studio 98B http://www.studio98b.com/
Building Concerns
http://www.buildingconcerns.com/
Independent Film for Utah
http://www.rockmoab.com/film/
WabiSabi http://www.wabisabimoab.org/
Moab Lodging
http://moabutahlodging.com/
Utah Association of Professional Energy
Mangers http://www.apemutah.org/